Advertising Age
Magazine
June 21, 1984

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The British film and tv commercial director may frustrate his crew with his desire for perfection, but he produces imaginative and memorable commercials.

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Automotive Marketing

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Cover illustration: Jim Deal

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To our readers

One of the most interesting aspects of the career of British tv commercial director Ridley Scott, as correspondent Sean Milmo points out in today's article, is Mr. Scott's ability to move with ease between the worlds of commercials and motion pictures.

Not only has he directed stunningly creative spots for clients that include Chanel, Pepsi-Cola and Apple's Macintosh (the highly publicized "1984" commercial that ran in January), but he also has directed "Alien" and "Blade Runner" and is about to begin another film, a mythical tale of good and evil called "Legend."

Mr. Scott is hardly unique, of course. For years, commercial makers have been adapting their talents to the big screen, with varied success, among them Stan Dragoti ("Mr. Mom," "Love at First Bite") and Howard Zieff ("Private Benjamin").

The most conspicuous current example of linkage between advertising and film-making is probably BBDO's vice-chairman and executive creative director, Phil Dusenberry, who co-wrote the screenplay for "The Natural" starring Robert Redford and Robert Duvall, one of this summer's blockbuster movies.

In Mr. Dusenberry's case, a longtime love of baseball has helped provide that link. He has used the national pastime effectively in commercials for both General Electric and Pepsi-Cola.

In an Advertising Age Magazine profile of Mr. Dusenberry in 1983, editor-at-large Joseph M. Winski wrote that his nostalgic Pepsi commercial "Homecoming," about a baseball player being welcomed back to his own town after winning a championship, was based loosely upon the central character in Bernard Malamud's baseball novel "The Natural."

Mr. Dusenberry, whose longtime goal was to see "The Natural" made into a film, even then had completed a screenplay—currently the center of considerable controversy among filmgoers—that drastically altered the novel's ending.

And like it or not—I for one did—the conclusion of the movie is substantially the way Phil Dusenberry wrote it.

Robert Goldsborough
Executive editor

Letters

Cycle fantasy

With reference to Cecelia Reed's story on her Tunturi stationary bicycle and her desire to ride it through the park (Fitness Marketing, May 24), I invite her to prop up our enclosed brochure (below) of bicycling vacations on the handlebars of the Tunturi and dream about cycling in Vermont while she pedals away for 10 minutes each morning!

Better yet, Ms. Reed can continue to use the Tunturi as a

clothes hanger and join us for some real cycling on one of our tours in beautiful Vermont! She'll ride through park-like countrysides and return relaxed and refreshed ready to face another deadline at Ad Age with renewed enthusiasm!

Bruce Burgess
Associate director
Vermont Bicycle Touring
Bristol, Vt.

In praise of Brady

The best thing about Advertising Age twice a week is Brady twice a week. And I really mean it.

Myrna Blyth
Editor-in-chief
Ladies' Home Journal
New York

More on videotex

I particularly appreciated Rance Crain's column on videotex (Parting Shot, May 10). I get at least one call a month from someone who remembers that I was the founder of the company that began Nexis and Lexis (now sold to the Mead Corp.). The most important lesson I learned in the late 1960s when Lexis first went on line was that it is extremely important to know that you have a customer who not only wants information, but is willing to pay for it. We had a previous abortive try at fielding a medical information system. But I quickly learned that the patient was not overly enthusiastic about paying to educate his doctor.

After that disaster, I looked for a customer who was already trained and willing to pay for research. The legal client fit the bill perfectly, and that's the reason we turned our information technology in the direction of the law.

I feel Mr. Crain's editorial is going to save a lot of people in the industry a great deal of money. I sense that there are too many who are willing to throw money at the information technology market simply because they feel that they should be part of the action.

William F. Gorog
President
Magazine Publishers Assn.
New York

Rance Crain seems to think consumers neither want nor need videotex.

Mr. Crain says videotex won't fly because he wouldn't buy it. His view isn't shared by the participants in a nine-month videotex field trial conducted by Times Mirror in the greater Los Angeles area. At the end of the trial more than half of the participants said they wanted the service and were willing to pay for it.

Mr. Crain states that consumers won't use videotex because they can get news on an all-news radio station, and they won't give up the social interaction of shopping in stores. I submit the consumer will look favorably on the ability to obtain an important news story immediately without listening to an entire program on all news radio. As for shopping, given the option of saving time and money versus a social interaction . . . millions of shoppers are expressing themselves via catalog purchases today.

Mr. Crain says, "I'm not at all convinced that two-way anything will ever be more than an expensive gimmick." It was this kind of thinking that kept Western Union out of the telephone business.

Wendell L. Johnston
Vp-marketing
Gateway-Times Mirror
Videotex Services
Santa Ana, Calif.

Magazine

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Defending dealer advertising

The road to car sales is littered with tacky and degrading images—examples of advertising at its worst. Or so say ad industry observers.

Some dealers, however, insist that a sale is a sale—that gimmicks are the only way to cut through the clutter of dealership advertising, which amounted to more than $1.2 billion in 1982.

Other dealers question the reputation dealer ads have acquired, pointing to sophisticated, innovative commercials as evidence of a trend to better-quality marketing. And still others blame ad agencies themselves for bad dealer ads; they say experienced agencies are unwilling to share that experience with auto dealers.

Are auto dealers' reputations for bad advertising justified? How sophisticated can—or should—dealer advertising become? What impact have syndicated advertising programs had on the quality of dealer advertising?

Finally, what's ahead for dealership advertising, now that recessionary days are at least temporarily over and happy days are here again? Advertising Age Magazine polled a cross section of experts in auto dealer advertising for their opinions and outlooks.

COMMENTARY CORNER

Doug Ekman heads Dawson & Dawson, the advertising arm of Hanley Dawson Toyota-Saab, Chicago.

His agency's ad-lib commercials featuring offbeat Chicago disc jockey Steve Dahl took the top award in this year's Radio Advertising Bureau/National Assn. of Auto Dealers competition.

"For ad people to call auto dealer advertising unsophisticated is a misunderstanding, in part, because they really don't understand it.

"They know little about dealership advertising. There is just a holier-than-thou attitude pervading too much of advertising circles.

"It is as inappropriate to use some kinds of 'sophisticated' advertising for auto dealers as it is to wear black tie to a hayride.

"It is as inappropriate to use some kinds of 'sophisticated' advertising for auto dealers as it is to wear black tie to a hayride."

—Doug Ekman

Auto dealer advertising is an art form unto itself; it's controlled schlock, almost.

"And you have to remember that it's the public that makes it popular—a lot of dealerships run schlocky advertising that really works.

"Auto dealers are not more difficult clients, except that they demand a faster turnaround time—they fight constantly with their agencies over that. Because the market changes so fast, they have to be on the air in 24 or 48 hours sometimes. There's no time for storyboards or testing. Car dealers can't wait. Speed is at a premium.

"... there's still a large body of dealers who can't resist peddling junk advertising ...."

—Don Roy

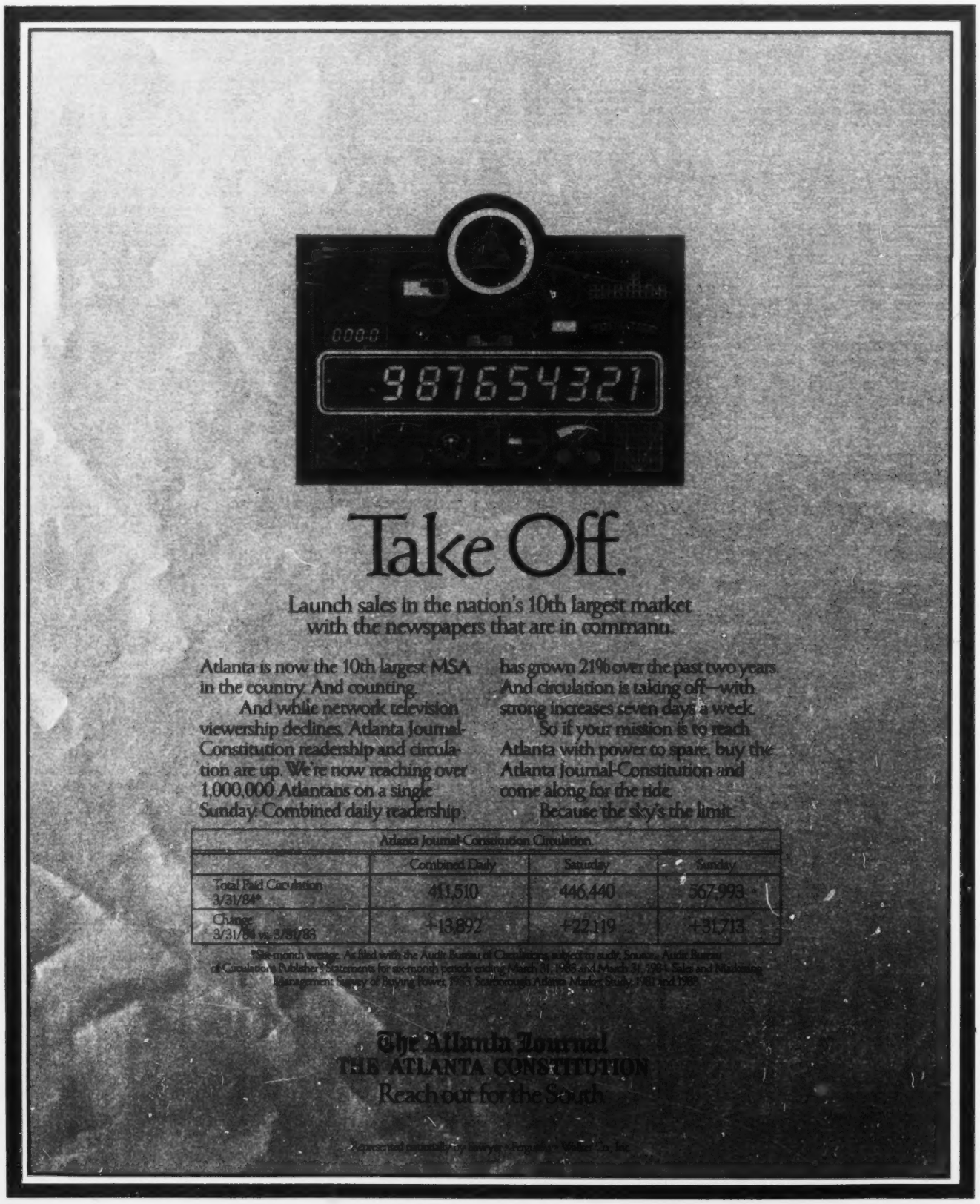
"Dealers also like dealing directly with the people at the top. And they want it done *now*.

"But the good thing is that you always know where you're at with car dealers. They certainly don't mince words.

"There will always be a need for syndicated dealership advertising, just like there's a need for McDonald's.

"But today many dealers are demanding more than just a suit off the rack. Since the car business has become more and more

(Continued on Page 28)


987654321
Take Off.
Launch sales in the nation's 10th largest market with the newspapers that are in command.
Atlanta is now the 10th largest MSA in the country. And counting.
And while network television viewership declines, Atlanta Journal-Constitution readership and circulation are up. We're now reaching over 1,000,000 Atlantans on a single Sunday. Combined daily readership has grown 21% over the past two years. And circulation is taking off—with strong increases seven days a week.
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Because the sky's the limit.
Atlanta Journal-Constitution Circulation
Combined Daily
Saturday
Sunday
Total Paid Circulation 3/31/84*
411,510
446,440
567,993
Change 3/31/84 vs. 3/31/83
+13,892
+22,119
+31,713
*Six-month average. As filed with the Audit Bureau of Circulations, subject to audit. Sources: Audit Bureau of Circulations Publisher Statements for six-month periods ending March 31, 1983 and March 31, 1984; Sales and Marketing Management Survey of Buying Power, 1983; Scarborough Atlanta Market Study, 1981 and 1983.
The Atlanta Journal
THE ATLANTA CONSTITUTION
Reach out for the South
Represented nationally by Sawyer-Ferguson-Walker Co., Inc.

Dealer

(Continued from Page 26)
regional in nature—consumer tastes vary drastically from, say, California to Texas—syndicated ads often are not very effective."

Allen Gaines owns Fireside Chrysler-Plymouth, Schaumburg, Ill.

Fireside, the fourth largest Chrysler dealership in the U.S., spent about $350,000—of its $50 million in sales—on advertising in 1983.

"What I have found is that auto dealers, like many small businessmen, have no place to go for good advertising. What a dilemma!

"We are not supposed to know how to advertise our products, but professional ad agencies turn us down—either because our account is too small or just because we're auto dealers.

"But agencies seem to have a special prejudice against auto dealers.

"Most manufacturers have their own agencies handle dealer association accounts, too—so it would seem logical for those agencies also to open a branch for individual dealer advertising.

"But dealers aren't blameless, either. They tend to view advertising as a necessary evil. And both dealers and factories already seem to have returned to the arrogance of the past, which got them in trouble in the first place.

"You won't find much good dealer advertising until more dealers realize they must spend money and time to make it effective."

Chuck Simo is president and founder of 4D's Enterprises, an advertising agency that exclusively handles large Chicago-area dealerships, including Fireside Chrysler-Plymouth.

His agency produced an award-winning series of radio commercials for Weil Oldsmobile, Libertyville, Ill., using Dick Orkin and Bert Berdis as talent.

"The whole universe of auto dealers is looked upon as a stepchild by agencies.

"It's true, though, that dealers are often egos—they're true entrepreneurs—and somewhat hard to deal with.

"The same dealer who prides himself on getting the best accountant and the best lawyer will insist on doing his own advertising."

Don Roy is president of Nashville-based Admark Inc. and its Dealer Advertising Development subsidiary. DAD produces syndicated advertising and marketing campaigns for about 150 auto dealerships; the agency says it is adding 18 to 20 new clients each month.

"Syndicated advertising gives an auto dealer the ability to make long-term marketing decisions.

"It helps him respond to the emergence of a new marketplace. The competition has changed on the dealer side, and buying motivations on the consumer side have changed, too.

"We don't see the present boom in auto sales continuing forever. We want to anticipate the next wave of buyer resistance—by educating our dealer clients so that they will realize that an umbrella marketing concept can exist, in a modified sense, despite economic conditions.

"Some dealers already are getting more sophisticated. However, there's still a large body of dealers who can't resist peddling junk advertising that's offensive and demeaning to their clientele.

"But sometimes it's too easy to criticize them and the things they do in the media.

"Automobile dealerships are one of the last bastions of free enterprise.

"Most often dealers are guys who are willing to invest large amounts of time and money—and risk a lot—to start their own business.

"They run the wildest range—from third-grade educations to Harvard MBAs. And they too often get very little credit for their contribution to the economic well-being of the community—in terms of employment and community involvement.

"And actually, dealers around the country show amazing ingenuity in advertising—albeit tacky sometimes. We have lost that adventurous spirit in so many areas of small business."

Dick O'Donnell is vp-Detroit sales for the Television Bureau of Advertising.

"Prior to 1979, when U.S. dealers had virtually no foreign competition, dealer advertising could afford to be personality-oriented.

"The subsequent changes in dealer ads reflect changes in the market.

"In the early 1980s, when customers turned to foreign cars for fuel economy and performance, dealers began to realize that brand loyalty no longer existed. The customer was fickle.

"And it dawned on them that if they did not advertise, their top of mind position would be lost forever.

"They started advertising product, service, reliability.

"With the cost of autos so high nowadays, many customers experience 'sticker shock.' They need quality advertising to reassure them.

"In addition, the profile of the average car buyer has changed. He's in the $30,000-plus income bracket.

"He's much more upscale and very differently motivated than the customer of yesterday.

"He demands a different kind of advertising approach.

"Above all else, there is a growing perception of the auto dealer as retailer. Dealers used to believe they were competing only with other dealers.

"Now, many are aware they're competing with all the other local retailers in their area. And they're using more advertising to keep on consumers' 'buy lists.'"

C.L. Strickland is a partner in Strickland Chevrolet, a Bloomington, Ill., dealership selling about 1,300 cars and trucks a year. He uses the services of a syndicated advertising company.

"Unless you're a particularly old dealership—and can advertise your age—syndicated ads are the way to build your reputation.

"My agency is just about as familiar with my business as I am. A normal ad agency can produce dealer advertising—if you tell them exactly how to sell cars. That's the difference between using a guy who specializes in autos and a regular agency. And to me that's a big plus.

"If I need a program to sell some excess 'people movers' [minivans and utility vehicles], a syndicated advertiser can respond to me much more quickly than a normal agency—because maybe some other dealer called them last week with the same problem.

"I would have to admit I would prefer that there were no other 'good people' campaigns in the country, but as long as those dealers are not close to me, I guess it's okay.

"I'd bet that 50% of all auto dealerships still don't have an agency.

"And I don't think you have quality ads without a professional agency.

"Then you end up with Ford dealers pulling their pants off on tv.

"That's nonsense.

"We dealers need to tell consumers that we are quality and our products are quality.

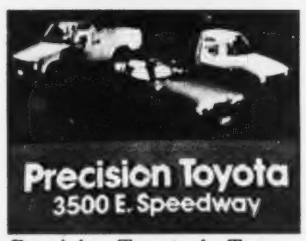
"We're competing with all those import cars—and consumers still think import dealers put their pants on differently."

Dealing for dollars

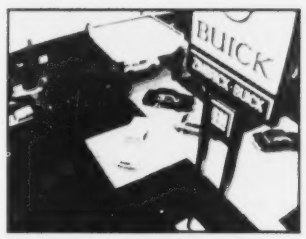
Television expenditures of top U.S. auto dealers in 1983

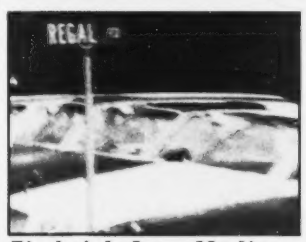
	1983	1982	% change
Cal Worthington Motors/Los Angeles	$2,988,500	$1,514,300	+97
Cal Worthington Motors/Sacramento	1,661,300	830,000	+100
Jeff Legum Chevrolet & Datsun/-Baltimore	1,489,400	1,293,100	+15
Florin Road Datsun & Toyota/-Sacramento	1,266,800	358,800	+253
Potamkin Cadillac/New York	1,194,800	1,220,500	-2
Town & Country Ford/Charlotte, N.C.	1,127,400	414,700	+172
Nationwide Datsun/Baltimore	1,095,500	897,500	+22
Westminster Motors/Baltimore	924,300	475,400	+94
Celozzi-Ettleson Chevrolet/Chicago	914,300	814,400	+12
Rick Case Auto & Cycles/Cleveland	898,500	724,500	+24

Source: Television Bureau of Advertising, from Broadcast Advertisers Reports survey

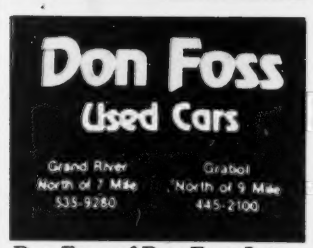


Precision Toyota in Tucson promises car buyers a red hot deal, no lemons and a rebate of up to $1,000.





Zimbrick Inc., Madison, Wis., has lined its streets with 1983 Buicks so buyers "can't make a wrong turn."



Don Foss of Don Foss International, Redford and East Detroit, Mich., pays his mother for an endorsement.

States finding lotteries are good gambles

An Advertising Age roundup

"To win it, you've got to be in it," say ads for New York state's weekly lottery. More than $60 million will be spent on advertising this year by states coast to coast as they use the lottery craze to generate funds for everything from education to low-cost prescription drugs for senior citizens.

The **New York** State Lottery has a $12.3 million ad budget—double last year's spending. Rumrill-Hoyt, its agency, handles twice-a-week Lotto, daily numbers and instant games.

Lotto advertising is primarily in tv; the budget was increased three weeks ago to $2.2 million for media and production. Media for "New York numbers" include radio ($1.2 million) and transit ($600,000).

A $3.5 million tv campaign revived the Instant Games contest, according to Sherry Harrington, ad director. The theme changes every 12 weeks when a new $1 million jackpot winner is drawn; "Someone's going to win, why not you?" is the latest.

New York's lottery, which began in 1967, provides funds for education.

The **Pennsylvania** lottery recorded more than $1 billion in sales and $471 million in profit for fiscal 1983. That's roughly 20% of the $5.2 billion wagered in lotteries in 17 states and in D.C. during the year. The Pennsylvania State Department of Revenue says losers gave 4.7% to the state's $10 billion annual budget.

Lewis, Gilman & Kynett, Philadelphia, handles; the budget was put at $7.5 million. Pennsylvania began its lottery in 1972. Revenues go to senior-citizen programs.

A yearlong ad campaign will include 30-second tv spots with newspaper print ads and outdoor boards as secondary media.

Last week, the **New Jersey** Lottery Commission voted to toughen the odds of winning its weekly Pick-6 Lotto; larger jackpots also will be offered. Other changes also were made to make New Jersey competitive "with neighboring states," a New Jersey official said. Venet Advertising, New York, handles; the budget is $2.5 million. New Jersey began its lottery in 1970.

Arizona is playing "baseball" with the pitch "It's America's favorite pastime—getting rich." The Arizona lottery will be three years old next month; last year, the ad-promotion budget was $3.3 million, or 4% of the lottery's total gross, as set by state law. Taylor Advertising, Tucson, handles.

Revenues go to the state transportation fund, the general fund and to cities for local transportation.

The State Department of Revenue runs the **Colorado** lottery, an instant-ticket game. The game is marketed under the slogan "For a more beautiful Colorado"; 35¢ of each $1 ticket goes to a conservation trust fund for parks and recreation.

The budget is $3.8 million and is heavily in tv, with some radio, newspaper and outdoor board advertising to provide information on variations in the game, according to Brad Fornaciari, account supervisor, Karsh & Hagen, Englewood, Colo. The game began in 1983.

"Bonanza" is the name of the current instant lottery game sold under the slogan "How the West was won" in **Washington** state. There also is a Triple Choice numbers game. The over-all slogan for lottery games in Washington is "Follow the fun."

Stimpson Associates, Seattle, handles, but the Washington State Lottery Commission is reviewing the account and has asked for proposals.

A new Lotto game kicks off July 15. Tv, radio, print and outdoor support. The lottery spends about 2% of revenues for advertising. The budget was undisclosed.

The **Illinois** State Lottery has four games. Tv spots promote the new PayDay game as "the way to win $1 million or an instant $100,000." Animated spots run for nine weeks in Chicago and suburbs.

A tv, radio, print and outdoor campaign promotes the state's online games. Tv spots airing through October feature multi-million-dollar winners sitting at a banquet and being served by waiters dressed as ping-pong balls; another is a takeoff on the movie "Casablanca" (using the song "As Time Goes By").

The 1984 ad budget was $7 million. An $8.4 million budget is in the legislature. Gross sales for 1984-85 were more than $900 million, according to Michael Jones, ad director. Bozell & Jacobs, Chicago, handles.

The **Ohio** State Lottery campaign centers on the lottery's 10th anniversary and is themed "Come celebrate with us." Both 30-second tv spots and 60-second radio spots air statewide through July, supported by newspapers, outdoor boards, posters and bulletins. Marcus Advertising, Cleveland, is the agency.

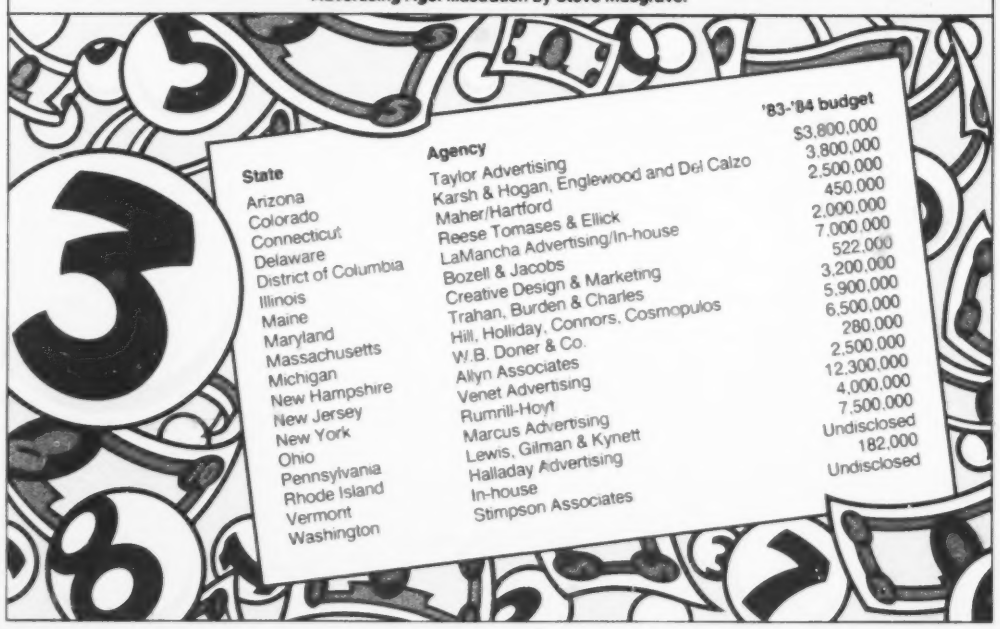
This fiscal year's advertising budget is $5 million—a 20% increase over last year—for the anniversary campaign. The budget is expected to drop back to about $4 million next year. Forty per cent of revenue goes to public elementary and secondary schools.

In **California**, three bills are pending that would amend the state constitution to permit a lottery. In **Florida**, a constitutional amendment to create lotteries goes to the voters in November; proceeds would help public education. The **Iowa** legislature approved lottery-enabling legislation, which was vetoed by the governor.

In **Missouri**, lotteries become legal Aug. 13. The **Tennessee** legislature passed lottery bills, which now must pass the next general assembly session in January.#

States' spending on lotteries

Lottery budgets are big business for ad agencies as states across the USA have gotten into the act. *Source: Advertising Age.* Illustration by Steve Musgrave.



State	Agency	'83-'84 budget
Arizona	Taylor Advertising	$3,800,000
Colorado	Karsh & Hogan, Englewood and Del Calzo	3,800,000
Connecticut	Maher/Hartford	2,500,000
Delaware	Reese Tomases & Ellick	450,000
District of Columbia	LaMancha Advertising/In-house	2,000,000
Illinois	Bozell & Jacobs	7,000,000
Maine	Creative Design & Marketing	522,000
Maryland	Trahan, Burden & Charles	3,200,000
Massachusetts	Hill, Holliday, Connors, Cosmopulos	5,900,000
Michigan	W.B. Doner & Co.	6,500,000
New Hampshire	Allyn Associates	280,000
New Jersey	Venet Advertising	2,500,000
New York	Rumrill-Hoyt	12,300,000
Ohio	Marcus Advertising	4,000,000
Pennsylvania	Lewis, Gilman & Kynett	7,500,000
Rhode Island	Halladay Advertising	Undisclosed
Vermont	In-house	182,000
Washington	Stimpson Associates	Undisclosed

Regional report

Relax lottery ad rules: 4A's

WASHINGTON—The American Assn. of Advertising Agencies and other groups are getting a sympathetic congressional response to their plea to eliminate restrictions on advertising legalized lotteries.

The Senate judiciary committee approved legislation by Sen. Paul Laxalt (R., Nev.) that would remove all existing restrictions on advertising of legalized gambling. A similar bill sponsored by Rep. Harry Reid (D., Nev.) cleared House judiciary subcommittee hearings last week and moved toward the full committee.

Existing law restricts gambling ads to states that operate games.

During the judiciary subcommittee hearings, Charles F. Adams, exec vp for the Four A's in Washington, stressed that the Supreme Court no longer allows restrictions on truthful advertising for legal products.

The Justice Department, the National Newspaper Assn. and the New Jersey Broadcasters Assn. also support the legislation.

Some conservative senators have expressed informal opposition to the Laxalt bill, but the bill is expected to pass.#

'Herald-Trib'

(Continued from Page 3)

panded internationally up to now because of their interest in the *IHT*.

About 25% of the *IHT's* advertising volume comes from U.S. advertisers and "we feel there is potential" for more, said Mr. Huebner.

As part of its strategy, the *IHT* plans to:

- Open a sales office on the West Coast this year, and has just opened one in Chicago. For many years its only U.S. sales office had been in New York.
- Meet with Mauro Salles, director-president of the Brazilian ad agency Salles/Interamericana de Publicidade, about possible links with the Latin American *Daily Post* newspaper. The *Daily Post*, which Mr. Salles owns, has been trying to become the *IHT* of Latin America, but is bedeviled by distribution problems. Adding Latin America is expected to enhance the *IHT's* appeal to U.S. advertisers.
- Consider printing in the U.S. to increase its visibility among U.S. advertisers. But executives at the *Times*, which supplies much of *IHT's* copy, are resisting the move.

The *IHT's* circulation grew 6% last year and ad revenue was up 20%.#

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McDonald's drive not on D.C. menu

By SCOTT HUME

McDonald's operators in Washington, D.C., and Baltimore still have a taste for Needham, Harper & Steers USA's "test campaign."

The rest of the nation last week got to see the long-awaited new McDonald's campaign created by Leo Burnett USA, Chicago (AA, Feb. 20). Themed "It's a good time for the great taste of McDonald's," the successor to the year-old "McDonald's & you" campaign aims to give the fast-food chain's advertising what Burnett's chief creative officer called a "more contemporary and upbeat" feel.

But in those two East Coast ADIs, consumers haven't seen Burnett's "Great taste" campaign. Instead, they are seeing a new cycle of McDonald's spots themed "I've got a taste for McDonald's," created by NH&S' Washington office. NH&S in Chicago formerly handled the national account.

Since January, the D.C. and Baltimore co-ops have been blocking network feeds of Burnett's McDonald's advertising and cutting in the Needham work, which agency and client have been calling a "test campaign" (AA, Oct. 3, Jan. 23, *et seq.*). Indications are it has passed its test.

It isn't clear how long the special Needham campaign will continue to run (neither agency nor client will discuss the test). But the continual appearance of new spots suggests McDonald's and the co-ops believe the campaign still has some life left.

One of the new spots that has broken in the past two weeks promotes McDonald's double cheeseburger, a sandwich that, although available on request at some stores, was removed from menu boards several years ago. The item has not received advertising sup-

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Japan autos hike ads amid German strikes

By DAGMAR MUSSEY

DUESSELDORF—National strikes by printers and sheet-metalworkers are wreaking havoc on the German advertising and marketing industries.

And in the midst of the chaos, Japanese auto makers are increasing their advertising here, trying to capitalize on the effects the strikes have had on German auto makers.

The sheet-metalworkers' strike is in its sixth week and has so far cost German auto makers about $2.2 billion in lost production, according to estimates by the German Federal Bank.

By mid-June, Daimler-Benz had lost $900 million in sales; BMW about $400 million; Opel (GM) about $450 million; Volkswagen $300 million, and Audi another $200 million.

To take advantage of the strike, Japanese auto companies are running ads that encourage German consumers to buy a Japanese car instead of waiting until the strike is over.

A recent Toyota ad said, "No matter whether mini-car or full-blooded sports car, there is no range in which we can't offer an ideal model. Don't wait, switch."

"We know that the Japanese have quietly increased their car export to Germany by 50%," said a Volkswagen spokesman.

Also, several agencies here say they are expecting Japanese companies, notably Toyota, Mazda and Nissan, to boost their ad budgets.

Most of the Japanese ads are appearing in magazines because the 11-week-old printers' strike has left the German newspaper industry virtually paralyzed (AA, June 18).

The sheet-metalworkers' strike also is causing difficulties for foreign-car makers. The Belgian Ford plant at Gent cannot produce Sierras because parts are lacking. In Turin, Italy, 8,000 Fiat workers are idle for want of German parts.

Ford of Cologne has been least affected by the strike because it has been able to draw missing parts from elsewhere in Europe.

Both the printers and the sheet-metalworkers are seeking a 35-hour work week at full pay.

Because of the printers' strike,

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Republic picks DFS; C-M irked

By M. HOWARD GELFAND and SCOTT HUME

Republic Airlines ended its six-week agency review by naming Dancer Fitzgerald Sample, New York, to handle its $30 million account. But former agency Campbell-Mithun, Minneapolis, said it did not have a fair chance to retain the assignment.

C-M, which has handled Republic for the past 2½ years, was one of four finalists in the review that also included Kenyon & Eckhardt and SSC&B, both New York. But the agency's chairman, William Dunlap, saying he was "disappointed, but not surprised, by Republic's decision," charged Republic's financial losses had made the naming of a new agency a certainty.

He called the account shift by the airline, which has reported losses of $225 million over the past four years, a "change for the sake of change."

"My only regret is that [the agency review] was settled before the contest even started," Mr. Dunlap said. "They're in a desperate struggle to stay in business. They've just hired a new president and a new senior marketing vp and those sorts of changes usually result in a change of advertising agencies."

Stephen W. Wolf, who joined Republic as exec vp in February, was named the airline's president two months later. A.B. (Sky) Magary joined the carrier's marketing department as senior vp last week following two years as vp-sales and marketing for Hyatt International (AA, June 14). Both attended the four agencies' presentations, held June 14 and 15.

John Temple, Republic's director of advertising, denied that Campbell-Mithun received unfair treatment, saying the presence of the new executives "on paper favored Campbell-Mithun" since it had an experienced team in place.

"Our minds definitely were not made up," Mr. Temple said. "Mr. Wolfe and Mr. Magary obviously had no preconceived notions about Campbell-Mithun because they are so new to Republic. Campbell-

(Continued on Page 114)

New trends in marketing: Globalization and world brands. See Page 49.

last minute news

Litton microwave unit to double ad spending

MINNEAPOLIS—Litton Industries' Microwave Cooking Products division will double to $20 million its advertising and promotion budget during the fiscal year beginning in July. A campaign themed "Nobody knows more about microwave cooking than Litton" breaks this fall on network tv and in 17 consumer magazines. Advertising is created in-house.

Backer & Spielvogel wins Celeste pizza account

CHICAGO—Quaker Oats Co. has moved its estimated $5 million Celeste frozen pizza account to Backer & Spielvogel, New York, from company-owned AdCom. The account could grow as a result of Quaker's pending acquisition of another, unidentified pizza company. Celeste is B&S' first product assignment from Quaker, though the agency has been working on other projects for the company.

U.S. tv spots are golden at Cannes festival

CANNES—U.S.-produced tv spots are expected to capture the top honors at the 31st Cannes International Advertising Film Festival this year. Observers are heralding the festival as "an American renaissance in advertising creativity." At press time, winners of the festival's major gold awards were expected to include Apple Computer's "1984" spot for its Macintosh personal computer, via Chiat/Day, and a series of Pepsi-Cola spots via BBDO.

Promotions flourish around Jacksons tour

DALLAS—Pepsi-Cola Bottling Group of Texas begins a campaign today in nine Texas markets for a $100,000-plus under-the-crown promotion

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NEWSPAPER

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Anti-American

Braniff is taking on American Airlines in a weeklong challenge to entice American travelers to try Braniff's Business Cabin service. The Dallas newspaper ad, via N W Ayer, New York, says passengers who don't think Braniff's service is better than comparably priced American service will get $50 or a free dinner for two.

Braniff offers you a challenge that's positively un-American.

Fly us full-fare Coach from July 15th to the 20th. If you don't agree our service beats American, we'll give you $50.00 or dinner for two.

BRANIFF

For AT&T, computer woes grow

By BRIAN MORAN

NEW YORK—AT&T's latest product offering in the computer field, drawing criticism from dealers even before its release, faces another obstacle—a lawsuit in federal district court here.

A stockholder of Docutel/Olivetti Corp., the U.S. subsidiary of Olivetti in Italy, has sued to block AT&T from marketing its new Olivetti-made personal computer in the U.S.

AT&T is expected to announce details of its IBM-compatible machine, including pricing, distribution and marketing plans, at a press conference at Ogilvy & Mather's office here June 27.

The suit charges that the Italian

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